Dr.Sadhana Singh is the Delhi winner of the Logan'Chaabi mein Gaadi'contest

Auto

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Dr. Singh drives home a New Collection Logan

New Delhi: Mahindra Renault Pvt. Ltd. (MRPL) today announced that Dr. Sadhana Singh from New Delhi is one of the eight winners of the 'Chaabi mein Gaadi' contest, a unique contest which gives anyone and everyone across India the opportunity to win a New Collection Logan.

'We are delighted to present Ms. Sadhana Singh, winner of the 'Chaabi mein Gaadi' contest, with a New Collection Logan. This contest has turned out to be a huge success and has generated a great deal of interest amongst potential customers. Winners will get the opportunity to experience the strong value proposition offered by the Logan which includes space, comfort and fuel economy, ' said, Mr. Nalin Mehta, CEO, Mahindra Renault Pvt. Ltd.

Dr. Sadhana is a general practitioner and owns a private nursing home which she runs along with her husband, who is a surgeon.

Speaking about her newly acquired Logan, Dr Singh said she decided to go and try her luck in the contest only after her mother suggested she do so.

The 'Chaabi mein Gaadi' contest kicked off on October 1 and will be on till November 10th at all Mahindra Renault dealerships, with a total of eight cars to be won. As part of the contest, select prospects will receive a car key with an invitation to visit a Logan showroom and try their luck. If the key starts the engine of any of the New Collection cars on display, the lucky contestant gets to drive away with the car. Alternatively, every person walking into a Logan Dealer's showroom is automatically eligible to participate. The contest has received a tremendous response till date, with a large number of prospects making their way to Mahindra Renault showrooms across India to try their luck at winning a New Collection Logan.

The Logan has received a tremendous response since its launch and has been clocking steady sales numbers each month. It is among the top selling sedans in India and has also received several prestigious industry accolades since its launch eight months ago. It has been named the 'Car of the Year 2007' by HT Cars & Bikes, a supplement of the Hindustan Times and also recently won the Business Standard Motoring Jury Award 2008 and the NDTV Car India & Bike India 'Midsize Car of the Year' Award.

The J.D. Power Asia Pacific 2007 India Initial Quality Study ranked the Logan as the 'Best Entry Midsize Car in Initial Quality', which is the ultimate measure in quality. The Logan received the lowest score of 65 PP100, i.e. Problems

Per 100 vehicles, ahead of other leading passenger cars, indicating a high level of satisfaction experienced by customers. It has also been declared the leader in its segment in new vehicle design and performance in India, according to the J.D. Power Asia Pacific 2007 Indian Automotive Performance, Execution and Layout Study (APEAL). The 2007 four-wheel total customer satisfaction study undertaken by leading market information provider, TNS, ranked the Mahindra Renault Logan Diesel at the top of the 'Midsize Car – Diesel' segment with an exceptional score of 96.

About Mahindra Renault

In February 2005, Mahindra & Mahindra and Renault decided to join forces to produce and commercialize the Logan in India. The joint venture is a 51:49 partnership between Mahindra & Mahindra and Renault. The state-of-the-art Logan facility in Nashik offers a body shop, stamping shop, a paint shop with a top quality pre-treatment and an assembly line specific for the Logan. The Mahindra Renault Logan was launched on April 3, 2007. Commercial sales began in May 2007. The indigenous Mahindra Renault Logan recently marked its global foray, with a launch in Nepal in August 2008.

Tags :

Dr Sadhana Singh	Logan	'Chaabi mein Gaadi contest